

# Facts:



Health Promotion Unit  
Tobacco Use Prevention Program  
1-866-726-9926 (toll free)

## Tobacco Advertising

■ Cigarette companies spend approximately \$337.8 million each year advertising their products to Missourians.<sup>1</sup>

■ A study in the Journal of the National Cancer Institute found that teens are more likely to be influenced to smoke by cigarette advertising than they are by peer pressure.<sup>2</sup>

■ Teens are three times as sensitive as adults to cigarette advertising.<sup>3</sup>

■ According to the 2003 Missouri Youth Tobacco Survey, 15.5% of High School students and 10% of Middle School students are receptive to tobacco advertising. And 33.3% of Middle School students and 31.4% of High School students who are current smokers are receptive to tobacco advertising.<sup>4</sup>

■ Advertising tobacco products in magazines with high readership increased 33 percent after the Master Settlement Agreement.<sup>5</sup>

■ Advertising by Phillip Morris' Marlboro, R.J. Reynolds' Camel, and Lorillard's Newport (the three most popular brands among youth) in youth magazines increased from 58.5 million in 1998 before the Master Settlement Agreement to \$67.4 million in 1999 after the settlement.<sup>6</sup>

■ In a study conducted by ImpacTeen researchers, 80 percent of retailers displayed interior tobacco advertising; 22.8 percent had high-levels (eye level of adults) of interior advertising, and 42.9 percent had low-height (eye level of children) advertisements.<sup>7</sup>

■ Only 65.8 percent of stores contained tobacco control signage – 48 percent of stores had industry sponsored (such as We Card) signage warning minors that proof of age is required to purchase tobacco products, 32.7 percent had FDA-sponsored signage, 4.1 percent had health warning signs, and 6.3 percent had other minors' access signs.<sup>7</sup>

■ The majority of retail tobacco advertising occurs in convenience stores where approximately 75 percent of teenagers shop at least once a week.<sup>7</sup>

■ A majority of outdoor advertising in Boston was in neighborhoods with the lowest median household or with the greatest proportions of African American and Hispanic residents.<sup>8</sup>

■ Between 1990 and 1994 African American and Hispanic neighborhoods in Los Angeles contained greater tobacco advertisement density, and that the advertisement in African American neighborhoods contained greater ethnicity-specific content.<sup>9</sup>

■ A study published in 2000 found that 64% of all tobacco billboards in the City of St. Louis, MO, were in a predominately African-American neighborhood and that 57% of those billboards contained images of African-Americans.<sup>10</sup>

(continued, next pg.)

## References:

<sup>1</sup>Campaign for Tobacco Free Kids.  
Available at: <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=MO>

Accessed December 22, 2004.

<sup>2</sup>Evans N, et al. Influence of tobacco marketing and exposure to smokers on adolescent susceptibility to smoking. *Journal of the National Cancer Institute* 1995; 87(20):1538-45.

<sup>3</sup>Pollay R, et al. The last straw? Cigarette advertising and realized market shares among youth and adults. *Journal of Marketing* 1996; 60(2):1-16.

<sup>4</sup>Missouri Department of Health and Senior Services, Bureau of Health Promotion, Reports from the 2003 Missouri Youth Tobacco Survey. June 2003.

<sup>5</sup>Turner-Barker D, Hamilton M. Cigarette advertising expenditures before and after the Master Settlement Agreement: Preliminary Findings. Massachusetts Department of Health; 2000 May 15.

<sup>6</sup>King C, Siegel M. The Master Settlement Agreement with the tobacco industry and cigarette advertising in magazines. *New England Journal of Medicine* 2001; 345(7):504-511.

<sup>7</sup>Centers for Disease Control and Prevention. Point-of-Purchase Tobacco Environments and Variations by Store Type – United States, 1999. *Morbidity and Mortality Weekly Report* 2002, 51(9):184-187.

<sup>8</sup>Pucci LG, Joseph HM, Siegel M. Outdoor Tobacco Advertising in Six Boston Neighborhoods: Evaluating Youth Exposure. *American Journal of Preventive Medicine* 1998; 15(2):155-9.

<sup>9</sup>Stoddard JL, Johnson CA, Sussman S, Dent C, Boley-Cruz T. Tailoring Outdoor Tobacco Advertising to Minorities in Los Angeles County. *Journal of Health Communication* 1998; 3(2):137-46.

<sup>10</sup>Luke D, Esmundo E, Bloom Y. Smoke Signs: Patterns of Tobacco Billboard Advertising in a Metropolitan Region. *Tobacco Control* 2000; 9(1):16-23.

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